

## ORDER



**Orders**  
**Order / Rev:** 47293  
**Alt Order #:** 08837035  
**Product Desc:** ISSUE  
**Estimate:** 11541  
**Flight Dates:** 09/10/12 - 09/16/12  
**Original Date / Rev:** 08/06/12 / 08/31/12  
**Order Type:** CIA - O

## KTVX-TV

**Primary AE:** Office Accounts  
**Sales Office:** SLC  
**Sales Region:** Local

**Agency Name:** Wired Media Partners  
**Buying Contact:**  
**Billing Contact:**  
 11350 Random Hills Road  
 Fairfax, VA 22030

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Center Forward  
**Demographic:** A35+  
**Product Codes:** Issues/Propositions  
**Priority:** P-3  
**Revenue Codes:** AGY, POL-ISS, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/16/12	79	\$23,900.00	\$20,315.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	79	\$23,900.00	\$20,315.00	0.00
<b>Totals</b>	<b>79</b>	<b>\$23,900.00</b>	<b>\$20,315.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Office Accounts	SLC	Local	Start Of Order - End Of Order	100%

## Order Share

	Share	Total
KTVX-TV	70%	\$23,900.00
Market	100%	\$34,142.86

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBYU	0%	\$0.00
KJZZ	0%	\$0.00
KMYU	0%	\$0.00
KSL	0%	\$0.00
KSTU	0%	\$0.00
KUCW	30%	\$10,242.86
KUED	0%	\$0.00
KUPX	0%	\$0.00
KUTV	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KTVX	09/10/12	09/14/12	M-F 530a-6a GMU M-F 530a-6a GMU	CM	5:30 AM-6:00 AM	1-211--	:30	5	\$60.00	P-2	0.00	NM	5	\$300.00
530A NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	11111--			5			\$60.00		0.00			
E 2	KTVX	09/10/12	09/14/12	M-F 6a-630a GMU M-F 6a-630a GMU	CM	6:00 AM-6:30 AM	1-121--	:30	5	\$125.00	P-2	0.00	NM	5	\$625.00

KTVX-TV

Order / Rev: 47293  
 Alt Order #: 08837035  
 Flight Dates: 09/10/12 - 09/16/12

Advertiser: Center Forward  
 Product Desc: ISSUE  
 Estimate: 11541  
**KTVX-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	KTVX	09/10/12	09/14/12	M-F 630p-7p M-F 630-7p	CM	6:30 PM-7:00 PM	1-121--	:30	5	\$350.00	P-3	0.00	NM	5	\$1,750.00
2.5 MEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	1-121--			5		\$350.00		0.00				
E 15	KTVX	09/10/12	09/10/12	Mon Spec BACHELOR PAD	CM	7:00 PM-9:00 PM (7:00 PM-9:00 PM)	M-----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
BACHELOR PAD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	M-----			1		\$2,500.00		0.00				
E 16	KTVX	09/13/12	09/13/12	Thu Reg 2 WIPEOUT	CM	8:00 PM-9:00 PM	---T---	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
WIPEOUT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	---T---			1		\$1,800.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KTVX	09/10/12-09/16/12		Thu Reg 2	8:00 PM-9:00 PM		---Th----	:30		\$1,800.00		0.00	NM		
E 17	KTVX	09/14/12	09/14/12	Fri Reg 3 20/20 9-10p	CM	9:00 PM-10:00 PM	----F--	:30	1	\$1,000.00	P-4	0.00	NM	1	\$1,000.00
20/20															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	----F--			1		\$1,000.00		0.00				
E 18	KTVX	09/16/12	09/16/12	Sun Reg 2 SECRET MILLIONAIRE	CM	7:00 PM-8:00 PM	-----S	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
SECRET MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-----S			1		\$2,000.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KTVX	09/10/12-09/16/12		Sun Reg 2	7:00 PM-8:00 PM		-----Su	:30		<del>(\$2,000.00)</del>		0.00	NM		
See MG 18.2															
[Program Change]															
2	KTVX	09/16/12-09/16/12		Sun Reg 2	7:00 PM-8:00 PM		-----Su	:30		\$2,000.00		0.00	NM		
Ⓜ MG for 18.1 09/16															
[Approved by Buyer]															
E 19	KTVX	09/10/12	09/14/12	ABC4 News at 10pm M-F M-F 10p-1036p	CM	10:00 PM-10:35 PM	1-1----	:30	2	\$550.00	P-2	0.00	NM	2	\$1,100.00
10P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	1-1----			2		\$550.00		0.00				
E 20	KTVX	09/10/12	09/14/12	Nightline M-F 1036p-1103p	CM	10:35 PM-11:05 PM	--111--	:30	3	\$285.00	P-2	0.00	NM	3	\$855.00
NIGHTLINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	--111--			3		\$285.00		0.00				
E 21	KTVX	09/10/12	09/14/12	M-F 11p-1130p M-F 1103p-1133p	CM	11:05 PM-11:35 PM	1-1----	:30	2	\$195.00	P-2	0.00	NM	2	\$390.00
ACCESS HOLLYWOOD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	1-1----			2		\$195.00		0.00				
E 22	KTVX	09/10/12	09/14/12	M-F 1130p-12a M-F 1133p-1203a	CM	11:35 PM-12:05 AM	XI---11--	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
EXTRA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	---11--			2		\$175.00		0.00				
Totals													79	\$23,900.00	